



SETAR was Santa's helper on Sunday

The SETAR Mobile Marathon 2005 was in full swing this past Sunday, and from early morning Arubans were lined up outside the SETAR offices to take advantage of great buys that were to be had that day. By noontime, SETAR management could confirm that at least 1500 people would find a brand new cellular phone under the tree on Christmas morning, that is if Santa didn't just keep it for himself.

Top brands such as Motorola, Nokia, Innostream and Samsung were being sold off at rock bottom prices, and surprisingly enough, it was the higher priced models to sell out first. By 2:00 P.M., the top priced models were out of stock, but customers could still pick up the low end Motorola models for as little as forty-nine Aruban florins! (\$28 U.S.) As customers left the building with new phones in hand, they also had the opportunity to buy accessories such as Hands free headsets, protective cases and car chargers for literally pennies from a table of bargain bins.

The entire staff of SETAR was working hard to get the new phones processed and hooked up, and their headquarters at Seroe Blanco was a bustling beehive of activity the entire day. Most had to eat their lunch while working. While waiting on a line that twisted around like a giant python at one point, potential buyers enjoyed a live band, could purchase ice cream or Snow cones, (better known as Raspao on Aruba) or get a bite to eat to see them through the long vigil. Families came not only to acquire new mobile communication, but also to have fun, and while Mom and Dad purchased a new phone, kids were kept busy at the Magic Castle jump.

SETAR management estimates they sold most likely 2000 phones or more before the day was over, and let's hope that most of those buyers took advantage of the great sale on the universal auto hands-free set being sold in the bargain bins. Those also a great gift for all your friends that you want to be sure drive safely!